OIPE IAP66
JAN 22 2007
PATENT & TRADEMARK OFFICE

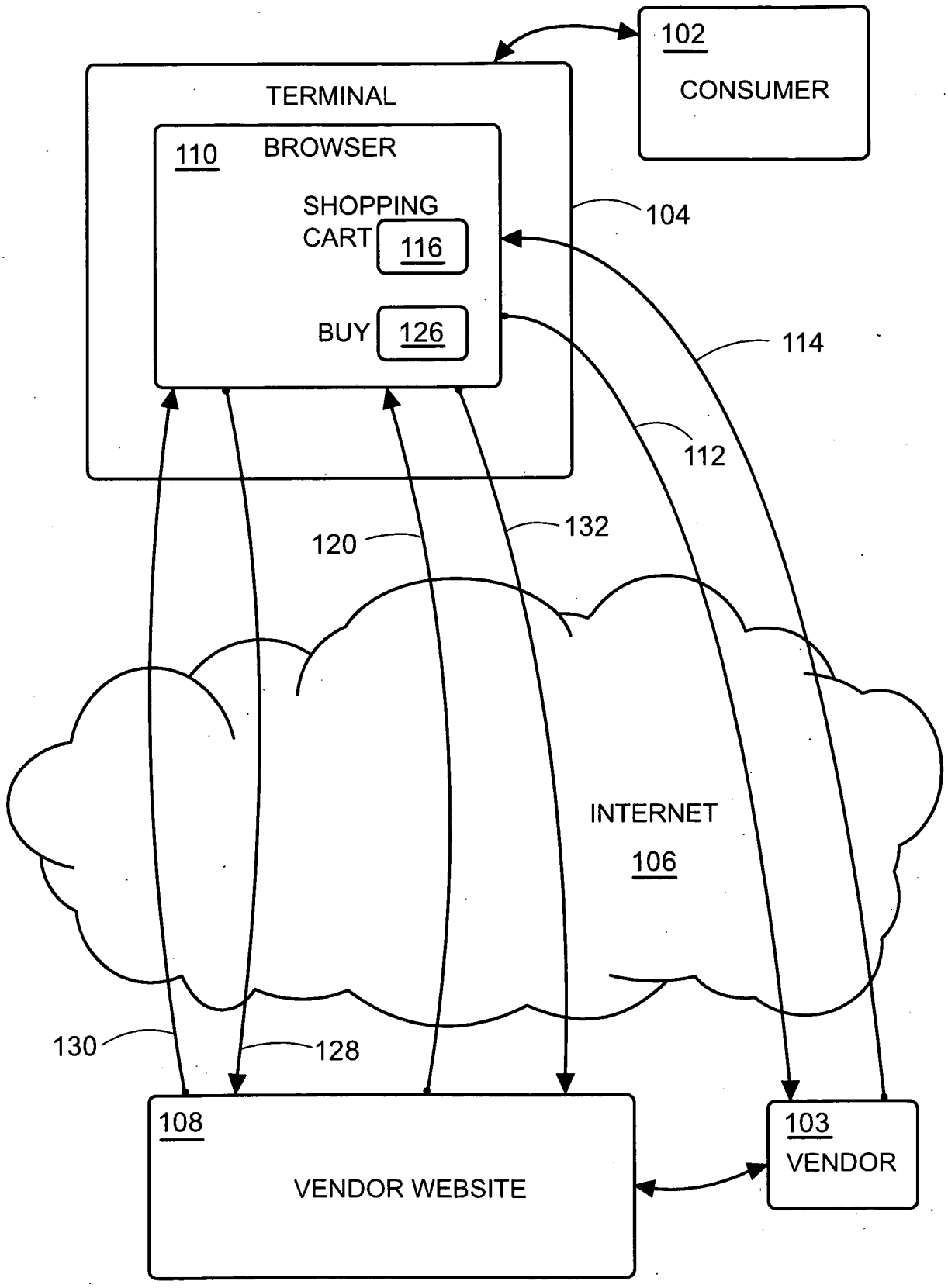


FIG. 1 (Prior Art)

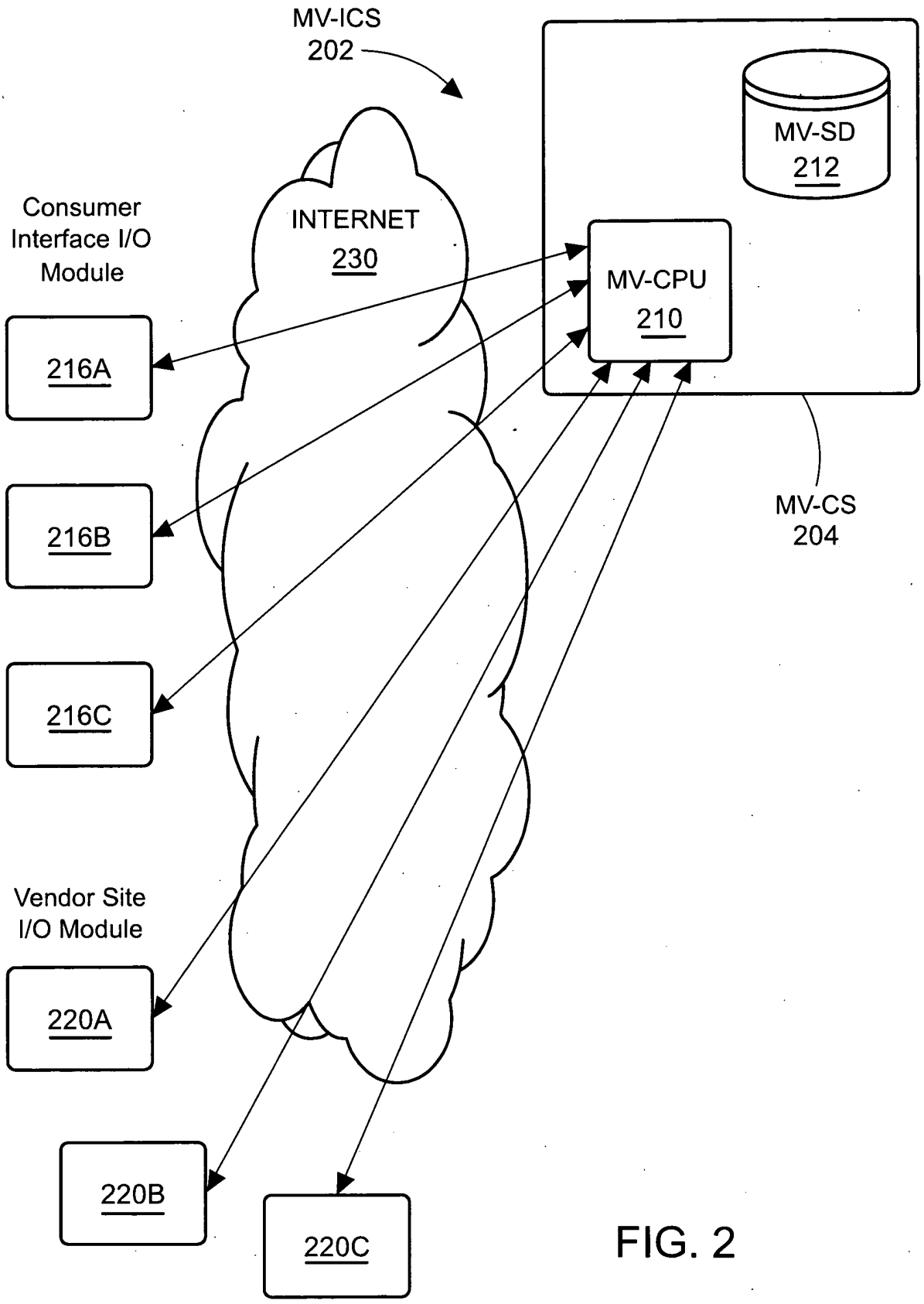

MV-ICS
202
MV-SD
212
INTERNET
230
Consumer
Interface I/O
Module
MV-CPU
210
216A
216B
216C
MV-CS
204
Vendor Site
I/O Module
220A
220B
220C

FIG. 2

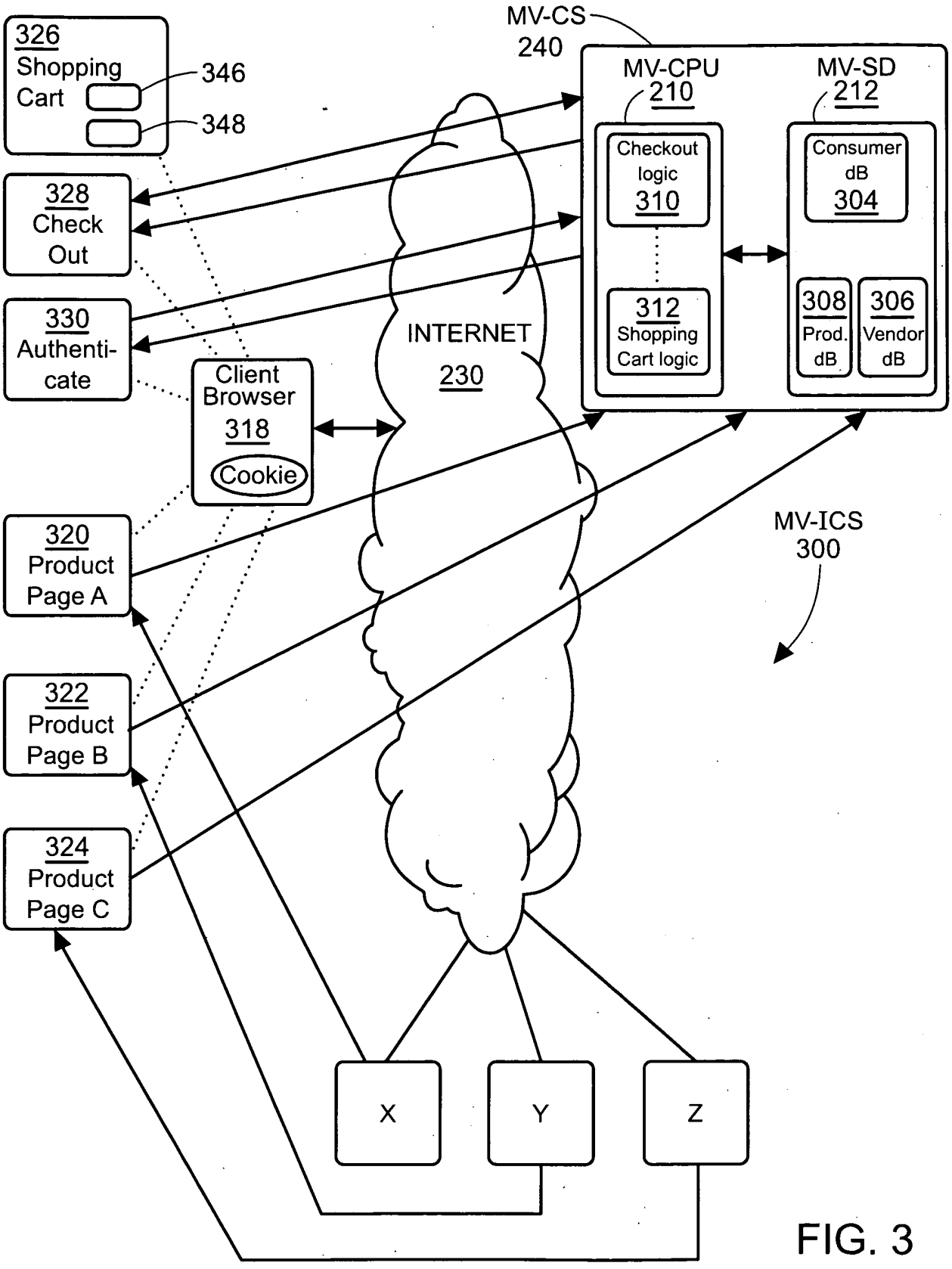

326
Shopping
Cart
346
348
328
Check
Out
330
Authenti-
cate
Client
Browser
318
Cookie
320
Product
Page A
322
Product
Page B
324
Product
Page C
INTERNET
230
MV-CS
240
MV-CPU
210
MV-SD
212
Checkout
logic
310
312
Shopping
Cart logic
Consumer
dB
304
308
Prod.
dB
306
Vendor
dB
MV-ICS
300
X
Y
Z

FIG. 3

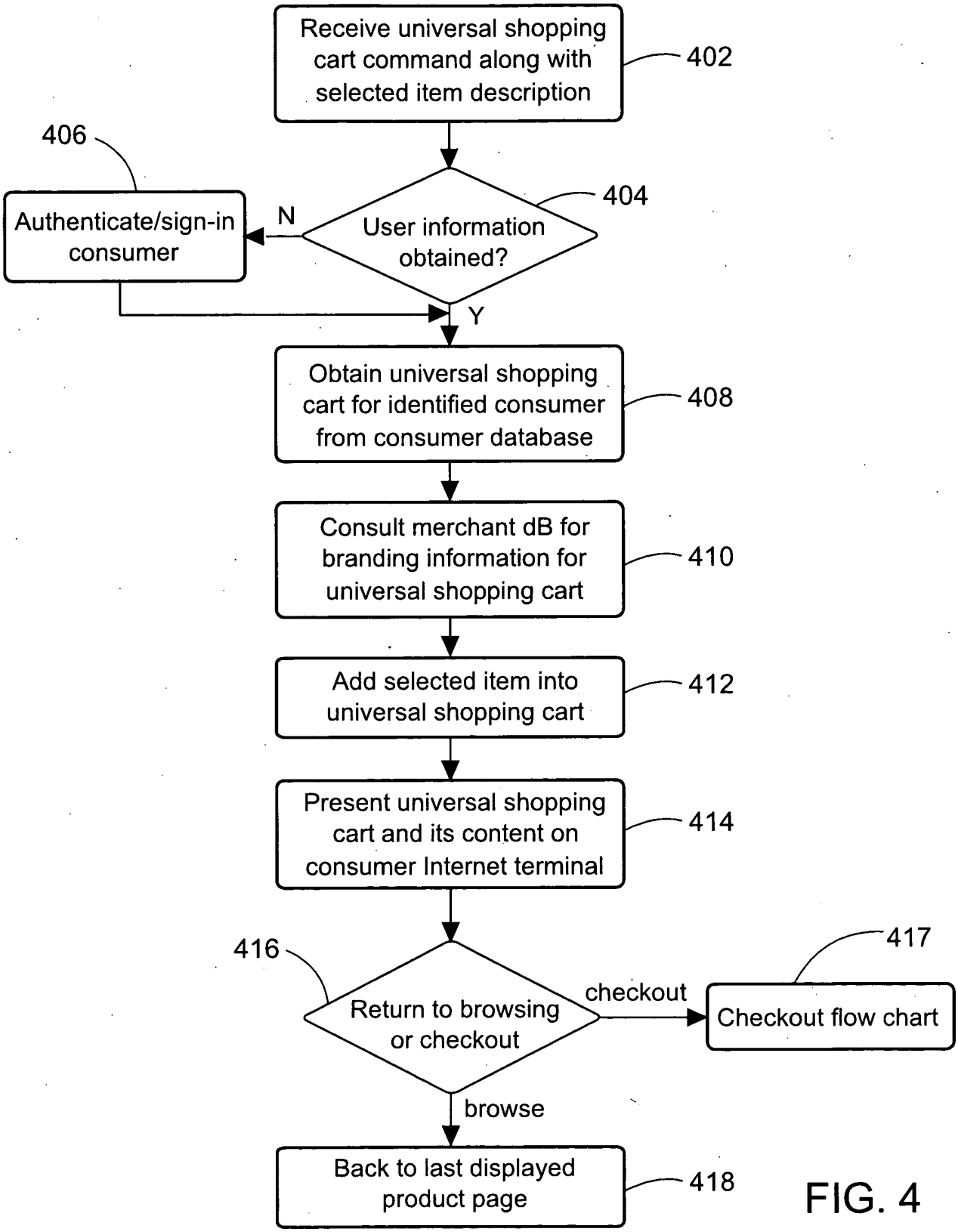

Receive universal shopping cart command along with selected item description
402
406
Authenticate/sign-in consumer
N
User information obtained?
404
Y
Obtain universal shopping cart for identified consumer from consumer database
408
Consult merchant dB for branding information for universal shopping cart
410
Add selected item into universal shopping cart
412
Present universal shopping cart and its content on consumer Internet terminal
414
416
Return to browsing or checkout
checkout
417
Checkout flow chart
browse
Back to last displayed product page
418

FIG. 4

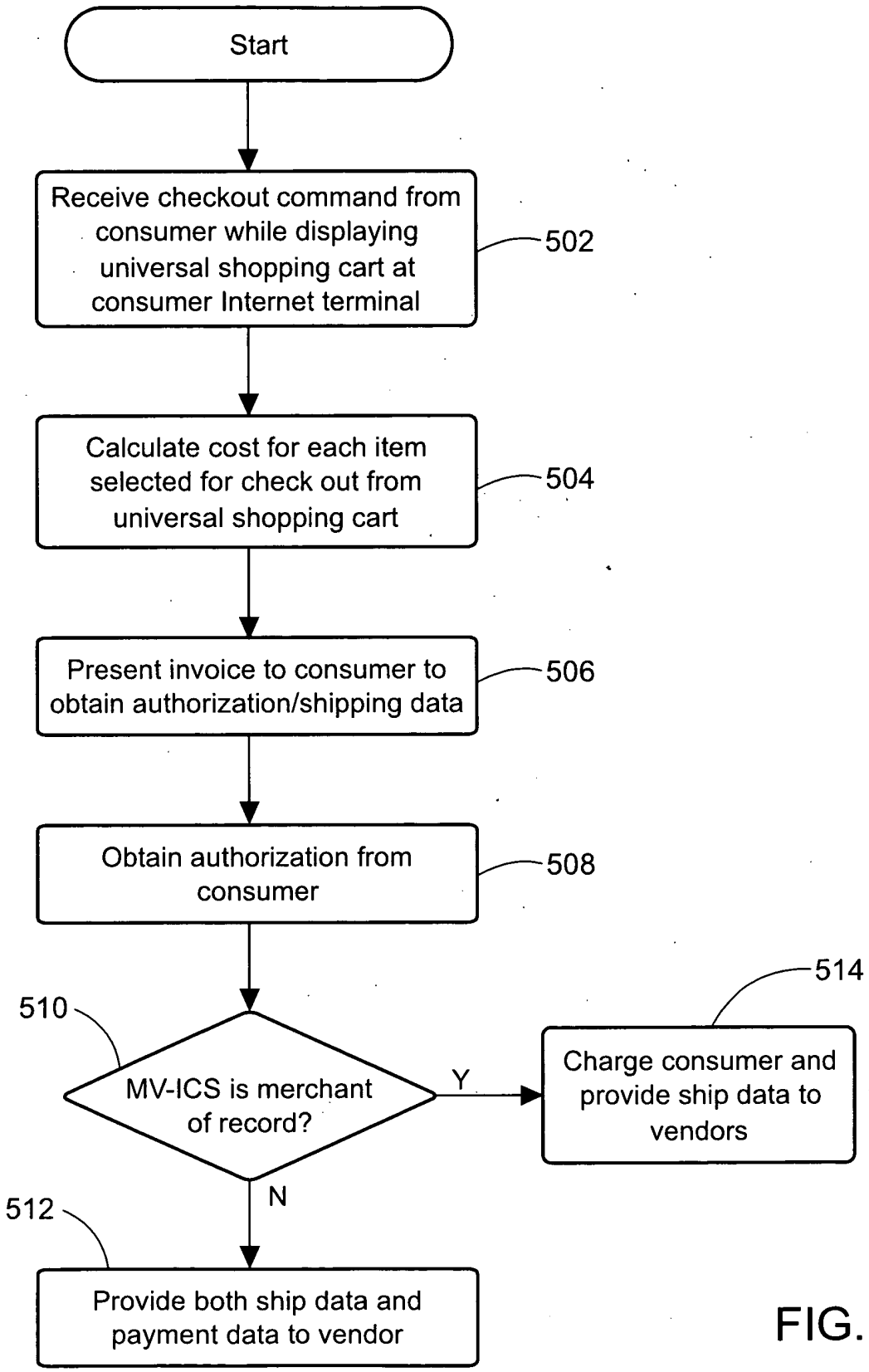

Start
Receive checkout command from consumer while displaying universal shopping cart at consumer Internet terminal
502
Calculate cost for each item selected for check out from universal shopping cart
504
Present invoice to consumer to obtain authorization/shipping data
506
Obtain authorization from consumer
508
510
MV-ICS is merchant of record?
Y
514
Charge consumer and provide ship data to vendors
N
512
Provide both ship data and payment data to vendor

FIG. 5

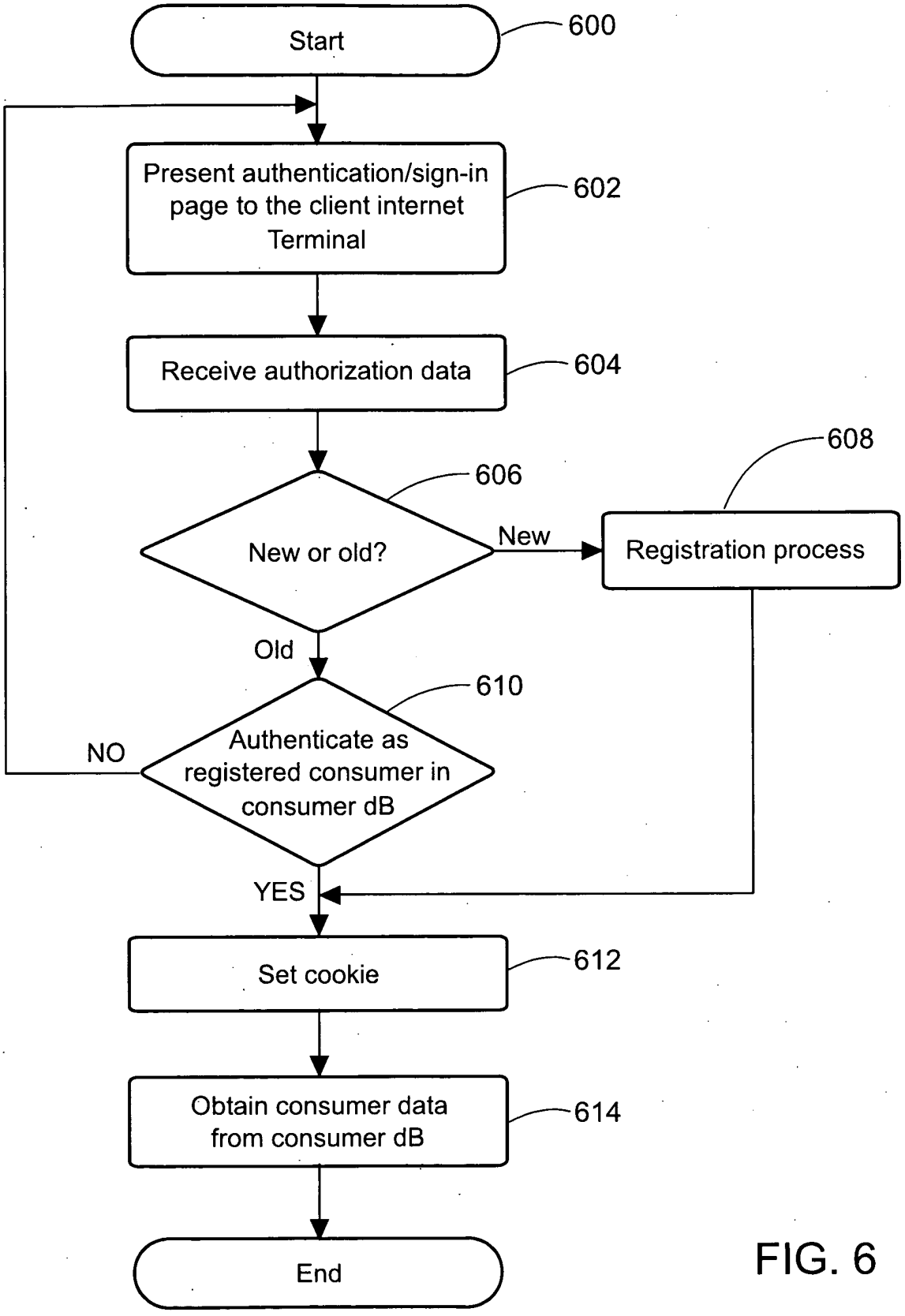

Start
600
Present authentication/sign-in page to the client internet Terminal
602
Receive authorization data
604
606
New or old?
New
608
Registration process
Old
610
Authenticate as registered consumer in consumer dB
NO
YES
Set cookie
612
Obtain consumer data from consumer dB
614
End

FIG. 6

myStores

Buy/Gift Buttons For: Altura Software

700

myBuy URL:

```
http://www.catalogcity.com/external/addprod.cfm?
ccpid=754369&cmd=s&rtn=http%3A%2F%2Fwww%2Eamazon%2Ecom%
2Fexec%2Fobidos%2FASIN%2F0451191145%2Fo%2Fqid%3D930776352%
2Fsr%3D2%2D1%2F002%2D0234999%
2D7522204&sku=24372&qty=1&name=Ayn%20Rand%3A%20Atlas%
20Shrugged&price=7.19&ccsvn=11114
```

Click here to try myBuy

FIG. 7A

myGift URL:

```
http://www.catalogcity.com/external/addprod.cfm?
ccpid=754369&cmd=g&rtn=http%3A%2F%2Fwww%2Eamazon%2Ecom%
2Fexec%2Fobidos%2FASIN%2F0451191145%2Fo%2Fqid%3D930776352%
2Fsr%3D2%2D1%2F002%2D0234999%
2D7522204&sku=24372&qty=1&name=Ayn%20Rand%3A%20Atlas%
20Shrugged&price=7.19&ccsvn=11114
```

Click here to try myGift!

FIG. 7B

To create a sample Buy or Gift button, enter typical values for one of the products you wish to sell in your store and then click the "Get HTML" button.

802

Item Code: 24372

804

Item Name: Ayn Rand: Atlas Shrugged

Price: $ 7.19 — 806

808

Return URL: http://www.amazon.com/exec/obidos/ASIN

GET HTML | CLEAR

FIG. 8

800

©1999 Catalog City, Inc.

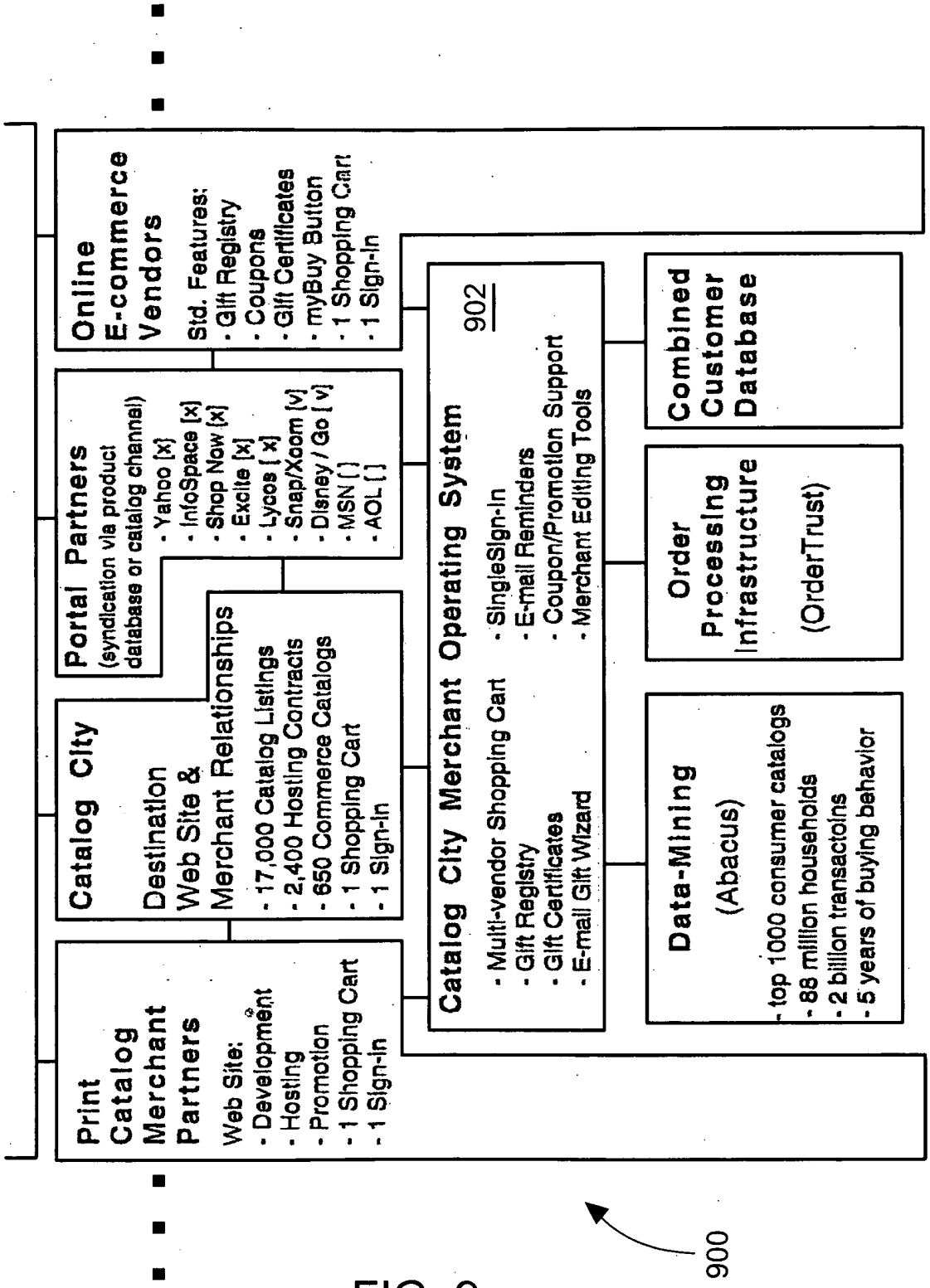

Print Catalog Merchant Partners
Web Site:
- Development
- Hosting
- Promotion
- 1 Shopping Cart
- 1 Sign-In
Catalog City
Destination Web Site & Merchant Relationships
- 17,000 Catalog Listings
- 2,400 Hosting Contracts
- 650 Commerce Catalogs
- 1 Shopping Cart
- 1 Sign-In
Portal Partners
(syndication via product database or catalog channel)
- Yahoo [x]
- InfoSpace [x]
- Shop Now [x]
- Excite [x]
- Lycos [x]
- Snap/Xoom [v]
- Disney / Go [v]
- MSN []
- AOL []
Online E-commerce Vendors
Std. Features:
- Gift Registry
- Coupons
- Gift Certificates
- myBuy Button
- 1 Shopping Cart
- 1 Sign-In
Catalog City Merchant Operating System
902
- Multi-vendor Shopping Cart
- Gift Registry
- Gift Certificates
- E-mail Gift Wizard
- SingleSign-In
- E-mail Reminders
- Coupon/Promotion Support
- Merchant Editing Tools
Data-Mining
(Abacus)
- top 1000 consumer catalogs
- 88 million households
- 2 billion transactoins
- 5 years of buying behavior
Order Processing Infrastructure
(OrderTrust)
Combined Customer Database
900

FIG. 9

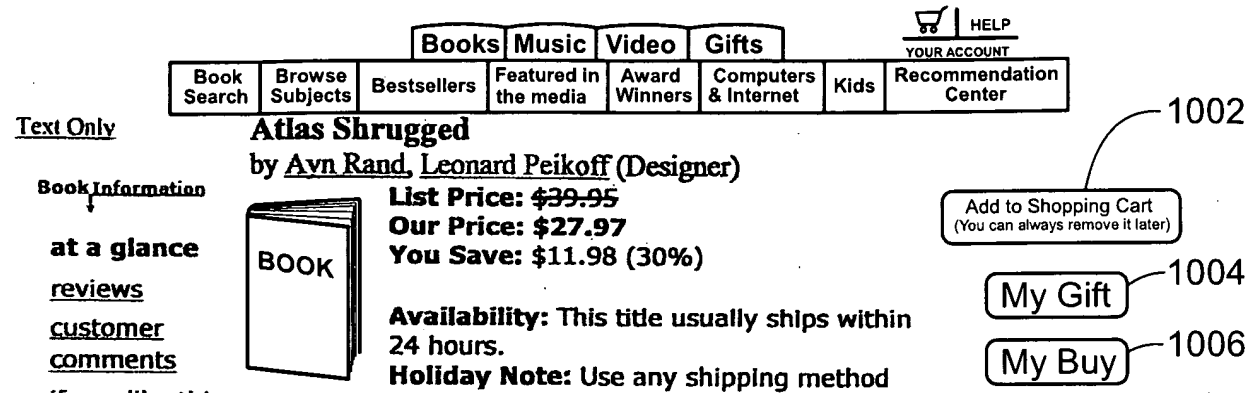

Books
Music
Video
Gifts
HELP
YOUR ACCOUNT
Book Search
Browse Subjects
Bestsellers
Featured in the media
Award Winners
Computers & Internet
Kids
Recommendation Center
1002
Text Only
Atlas Shrugged
by Ayn Rand, Leonard Peikoff (Designer)
Book Information
at a glance
reviews
customer comments
if you like this book...
BOOK
List Price: $39.95
Our Price: $27.97
You Save: $11.98 (30%)
Availability: This title usually ships within 24 hours.
Holiday Note: Use any shipping method for delivery by Dec. 24. (US customers)
Add to Shopping Cart
(You can always remove it later)
My Gift
1004
My Buy
1006
Keyword Search
Books
Go
Full search: Books, Music or Video
Hardcover - 1168 pages 35th anniv edition (March 1992)
E P Dutton; ISBN: 0525934189 ; Dimensions (in inches): 2.25 x 9.33 x 6.41
Amazon.com Sales Rank: 888
Avg. Customer Review: ★★★★★
Number of Reviews: 326
Write an online review and share your thoughts with other readers!
Customers who bought this book also bought:
The Fountainhead; Ayn Rand
Anthem; Ayn Rand
Virtue of Selfishness : A New Concept of Egoism; Ayn Rand
Click here for more suggestions...
Reviews
The Merriam-Webster Encyclopedia of Literature , April 1, 1995
Novel by Ayn Rand, published in 1957. The book's female protagonist, Dagny Taggart, struggles to manage a transcontinental railroad amid the pressures and restrictions of massive bureaucracy. Her antagonistic reaction to a libertarian group seeking an end to government regulation is later echoed and modified in her encounter with a utopian community, Galt's Gulch, whose members regard self-determination rather than collective responsibility as the highest ideal. The novel contains the most complete presentation of Rand's personal philosophy, known as objectivism, in fictional form.
Synopsis
"Who is John Galt?" is the immortal question posed at the beginning of Rand's masterpiece that is as passionate as it is profound. The answer is the astonishing story of a man who said he would stop the motor of the world--and did. 6 cassettes. --This text refers to the audio cassette edition of this title
Synopsis
Tremendous in scope, breathtaking in its suspense, Atlas Shrugged is Ayn Rand's magnum opus, a premier moral apologia for capitalism--a defense that had an electrifying effect on millions of readers (and now listeners) who have never

FIG. 10

GOOD CATALOG
A Reader's Digest Company

Products | Specialty Boutiques | • Dev Site • | Home | My Account | Help | View
Categories | What's Hot | What's New | Sale Items

Search: Products by item number | Search

Categories Home Page

Merchandise Categories

- Apparel & Accessories
- Children's Items
- Garden & Outdoors
 - Birdhouses & Feeders – Terra Cotta Birdb...
 - Garden Ornaments
 - Garden Tools & Accessories
 - Outdoor Furniture
 - Trellis Arbors & Planters
- Gourmet & Housewares
- Home Décor
- Home Furnishings
- Jewelry
- Personal Care
- Sports, Games & Travel

Order from the Catalog

If you have the print catalog, enter the item number here.

Go

Information

- Ordering Information
- About Us
- Customer Service
- Request Catalog

Advertise with Us

Click here to learn how you can advertise your products on this web site.

1-800-225-3870

Call us toll free, 24-hours a day.

Terra Cotta Birdbath/Feeder

- **Terra Cotta Birdbath/Feeder**
 W5271 $39.95
 Member Price: $35.96

Add to | Save to

Combination feeder and bath offers birds a meal on the lower section, a refreshing splash above. Bath features a bas-relief maple leaf design on a glazed interior. Hand crafted in natural, easy care terra cotta. Includes weather-proof hanging chain. By ArtLine® Classics. 7"H x 9" diam.

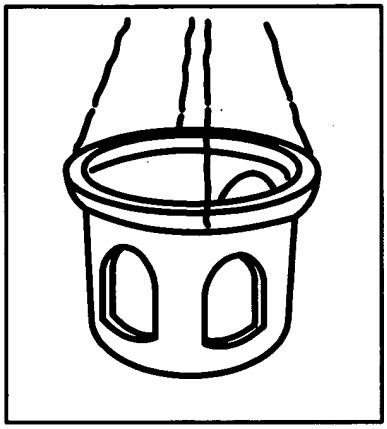


FIG. 11

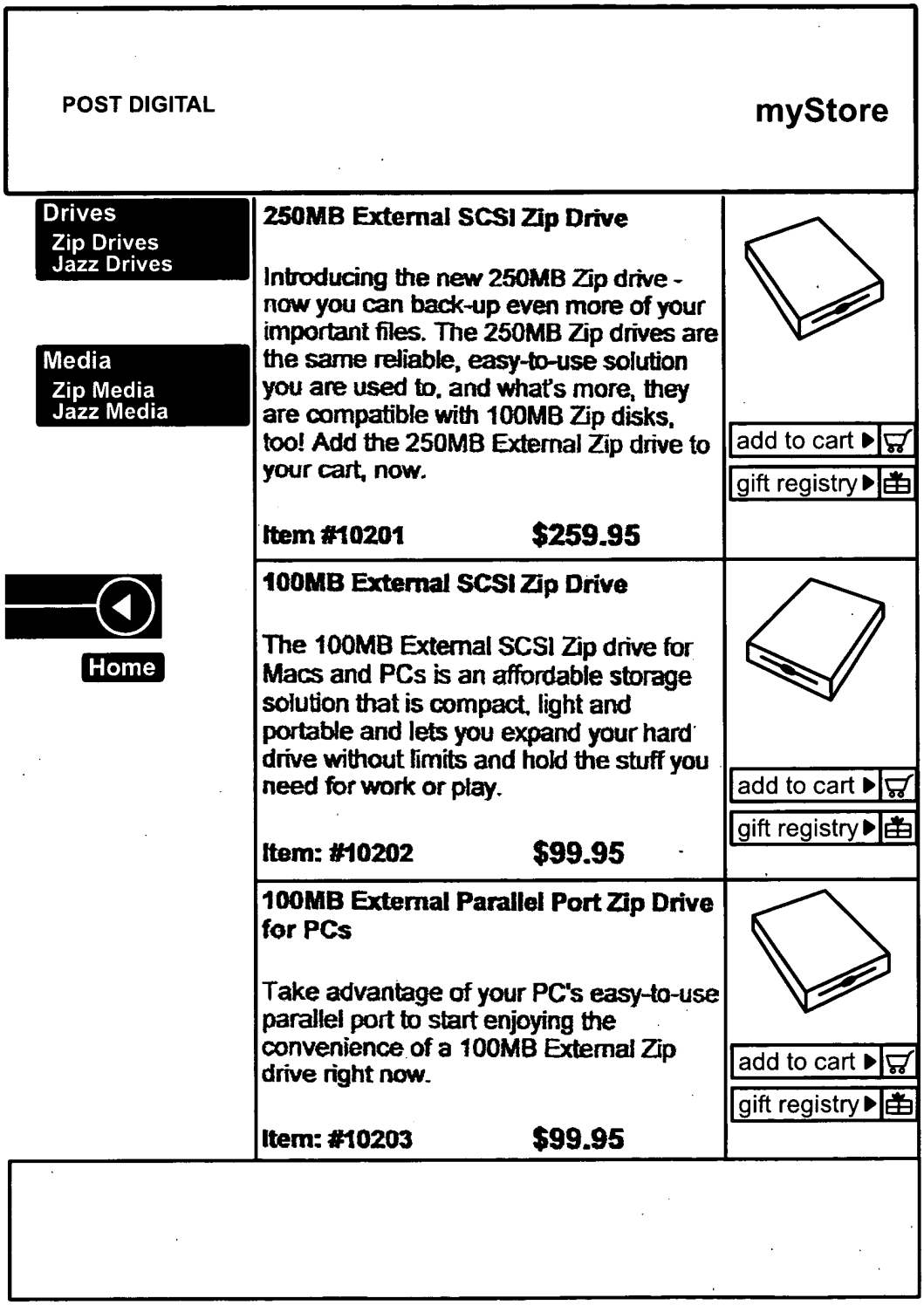
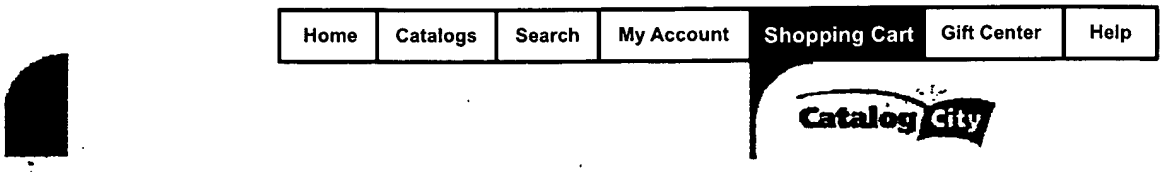

POST DIGITAL
myStore
Drives
Zip Drives
Jazz Drives
Media
Zip Media
Jazz Media
Home
250MB External SCSI Zip Drive
Introducing the new 250MB Zip drive - now you can back-up even more of your important files. The 250MB Zip drives are the same reliable, easy-to-use solution you are used to, and what's more, they are compatible with 100MB Zip disks, too! Add the 250MB External Zip drive to your cart, now.
Item #10201
$259.95
add to cart
gift registry
100MB External SCSI Zip Drive
The 100MB External SCSI Zip drive for Macs and PCs is an affordable storage solution that is compact, light and portable and lets you expand your hard drive without limits and hold the stuff you need for work or play.
Item: #10202
$99.95
add to cart
gift registry
100MB External Parallel Port Zip Drive for PCs
Take advantage of your PC's easy-to-use parallel port to start enjoying the convenience of a 100MB External Zip drive right now.
Item: #10203
$99.95
add to cart
gift registry

FIG. 12



Shopping cart

Thank you for shopping at Catalog City!

Item Name	Item #	Catalog	Qty	Unit Price	Order Price	Options
Regular Men's Long-Sleeve Tailwind Shirt - Color: blue, Size: S (34-36)	R7220	TravelSmith Outfitting Guide and Catalog, Summer 1999	1	$69.00	$69.00	Change Remove
Dog Den	ACF44201-00	Alsto's Handy Helpers, Summer 1999	1	$139.95	$139.95	Change Remove
Ayn Rand: Atlas Shrugged	24372	Amazon.com, Amazon.com Mystores Demo	1	$27.97	$27.97	Change Remove

Subtotal: $236.92

Continue Shopping Checkout (secure)

If you experience problems using **Checkout (secure)**, click here to Checkout using our standard server instead.

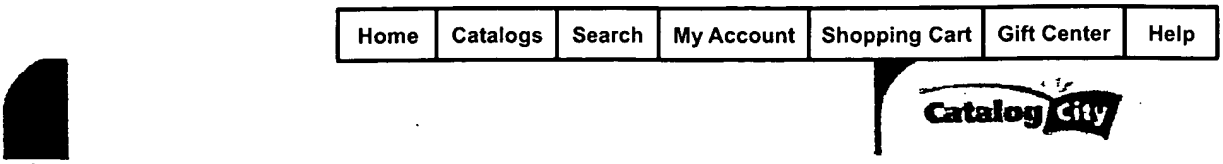
Home | Catalogs | Search | My account | Shopping cart | Gift center | Help

Remind me™ shopping planner | My favorites

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http://www.catalogcity.com

FIG. 13



Here's where you can register for gifts for any occasion, check out your friends' registries and browse other folks' registries for gift ideas. We'll ask you some information to identify you and the occasion. Then you can browse our online catalogs for everything you want to register for. You can select standard registry forms or you can customize your registry.

View my Catalog City registry
Edit this registry's information
Find someone else's Catalog City registry
Create a new registry

My Registry

Item Name	Item #	Catalog	Qty Requested	Qty Received	Unit Price	Options
Ayn Rand: Atlas Shrugged	24372	Home Marketplace, Spring 1999	1	0	$27.97	Change Remove
Murano Vase	A9456A	GoodCatalog.com, A Reader's Digest Company	1	0	$129.00	Change Remove
Murano Vase	A9456A	GoodCatalog.com, A Reader's Digest Company	1	0	$129.00	Change Remove

Home | Catalogs | Search | My account | Shopping cart | Gift center | Help

Remind me™ shopping planner | My favorites

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http://www.catalogcity.com

FIG. 14

June 29, 1999

Thousands of Catalogs
One Sign-Up
One Shopping Cart

Home | Catalogs | Search | My Account | Shopping Cart | Gift Center | Help

Catalog City

Keyword Search

Search for products
Search for a catalog name
Search

Catalogs

A-Z index of catalogs
Clothing
Computers and Electronics
Travel
Books, Music and Video
Food and Drink
Gardening
Gifts and Collectibles
Health and Fitness
Hobbies and Crafts
At Home
Home Office
Cars and Trucks
Jewelry and Accessories
Kids' Place
Pets
Lifestyles
Sports
Business to Business

Shop Online

Gift Registry
Go

Comments or Suggestions?
e-mail us at
customerservice@catalogcity.com

About Catalog City
Safe Shopping Guarantee

Welcome back, Jordan Zimmerman

If you're not Jordan Zimmerman, click here.

Find some great things to wear for spring and summer.

What's New at Catalog City? The Sharper Image!

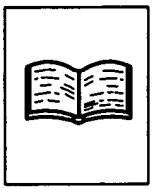


Gift Shopping
Click to select special gifts in any price range.

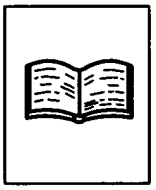
Cotton Denim Shortalls
$32.00 - $34.00



Our Top Catalog Brands To see a catalog, click on a cover.



Linen Source
Inspired collections of high fashion and traditional bedding.

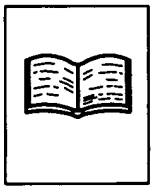


Royal American Links - TOSKI GOLF Products
Four, everybody!

TravelSmith Outfitting Guide and Catalog
A must for travel&151;even if your travel is only the commute

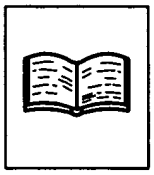


Neiman Marcus by Mail - Essentials
Casual. . . . the way you just casually become the center of attention wearing these.



Got a coupon? Click here

The Video Collection



Where have you gone Joe Dimaggio?
Details

Product Story

Sports and sporting merchandise

Hey, batter, batter, batter!

What is it about this time of year? The crack of the ball against the bat? The cries of "Pe-e-e-eanuts! Pe-e-e-eanuts!" from the vendor? Multimillion-dollar salaries? Or is it the nonstop beer commercials? It's baseball season, and Catalog City

FIG. 15

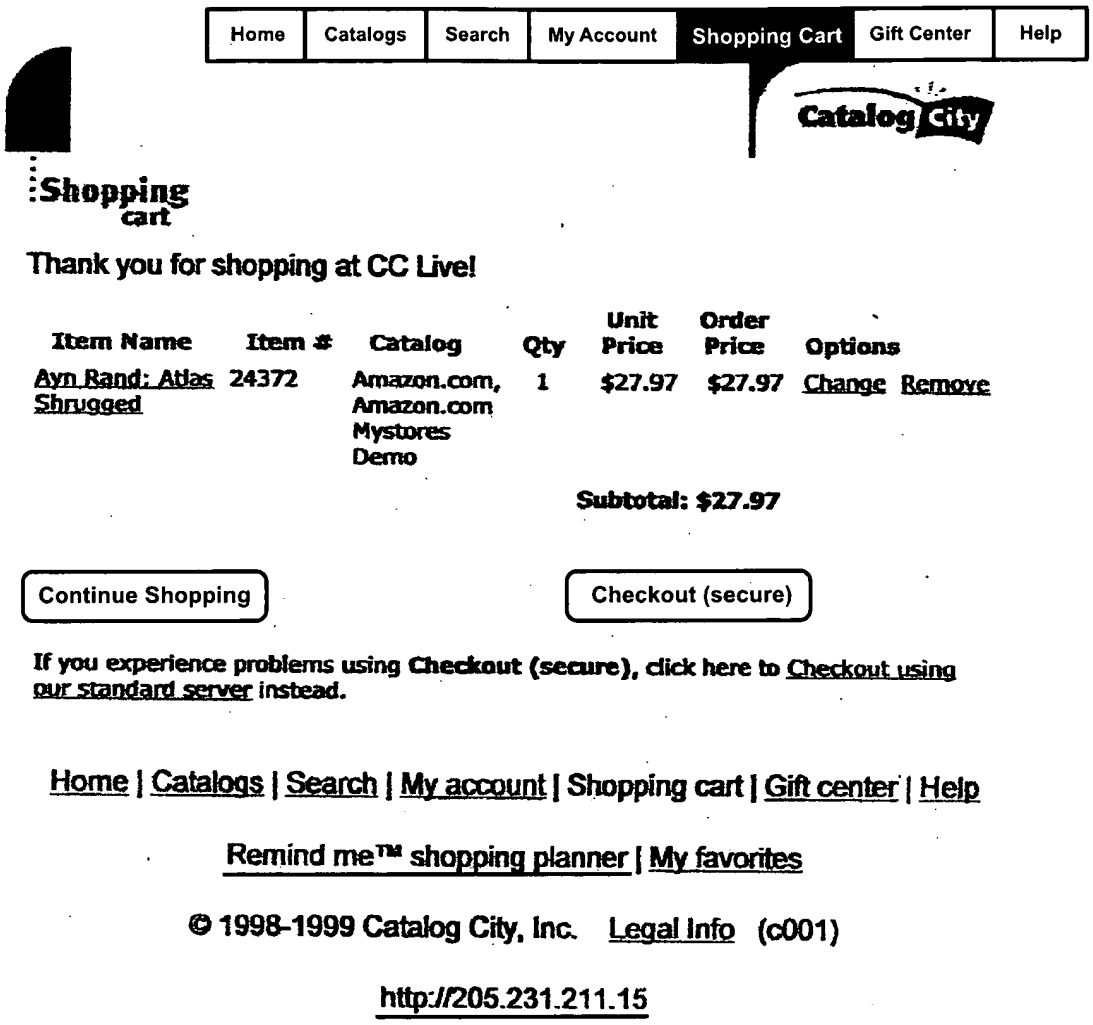

Home
Catalogs
Search
My Account
Shopping Cart
Gift Center
Help
Catalog City
Shopping cart
Thank you for shopping at CC Live!
Item Name
Item #
Catalog
Qty
Unit Price
Order Price
Options
Ayn Rand: Atlas Shrugged
24372
Amazon.com, Amazon.com Mystores Demo
1
$27.97
$27.97
Change
Remove
Subtotal: $27.97
Continue Shopping
Checkout (secure)
If you experience problems using Checkout (secure), click here to Checkout using our standard server instead.
Home | Catalogs | Search | My account | Shopping cart | Gift center | Help
Remind me™ shopping planner | My favorites
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http://205.231.211.15

FIG. 16

myStores

Welcome to **myStores** where you can create your own store in minutes!

- **Become a Catalog City Network Merchant Member *right now***

In just a few minutes

At myStores, if you have your own website, you can use myStores as your e-commerce shopping cart, gift registry and more.

Here are a recent members of the Catalog City Network of cooperating merchants:

Altura.com
GoodCatalog

Here are a few examples of possible future Catalog City Network Merchant Members:

Amazon.com (simulated)
CDNow (simulated)
Amazon.com (live)
CDNow (live)
Harry and David

- **Edit a store you've already created**
- **Popup Product Demo**



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FIG. 17

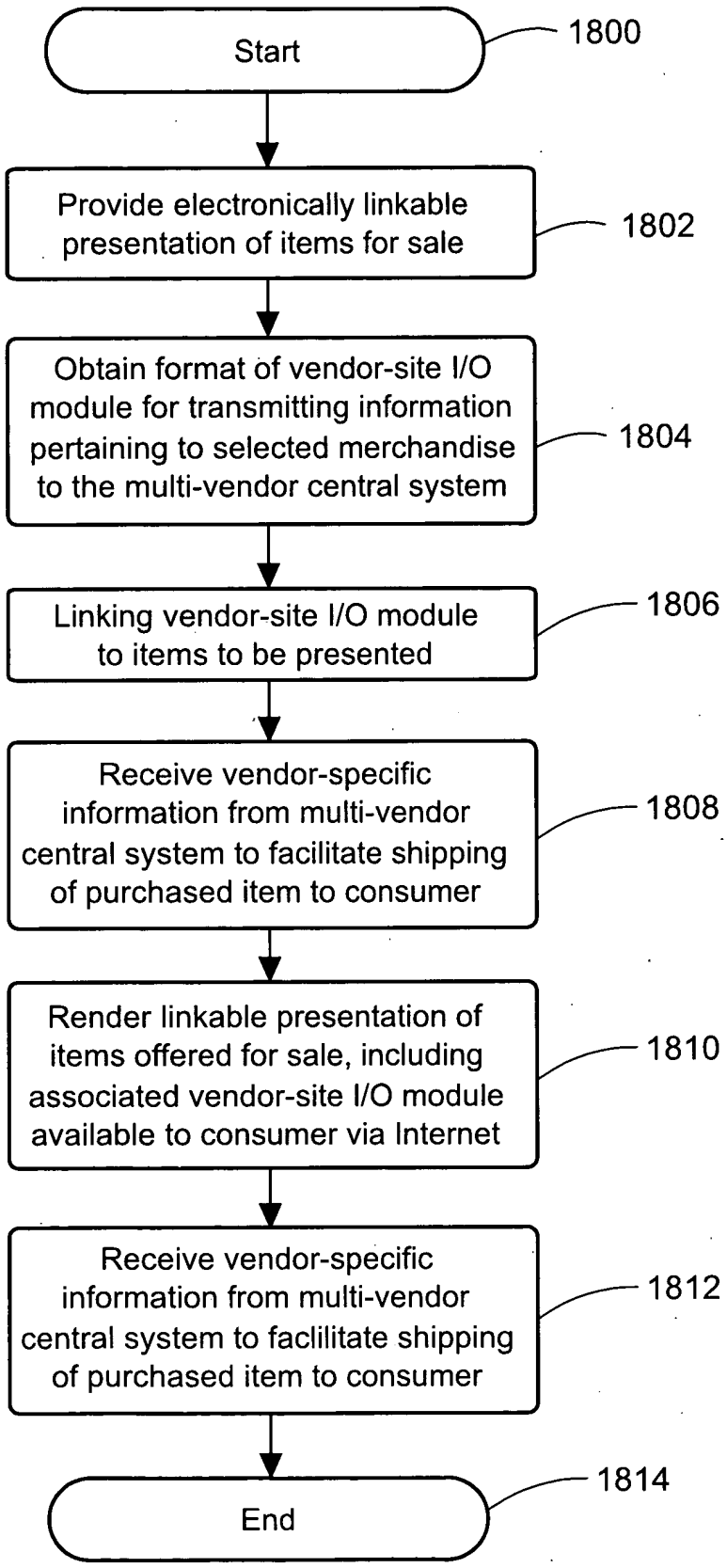

Start
1800
Provide electronically linkable presentation of items for sale
1802
Obtain format of vendor-site I/O module for transmitting information pertaining to selected merchandise to the multi-vendor central system
1804
Linking vendor-site I/O module to items to be presented
1806
Receive vendor-specific information from multi-vendor central system to facilitate shipping of purchased item to consumer
1808
Render linkable presentation of items offered for sale, including associated vendor-site I/O module available to consumer via Internet
1810
Receive vendor-specific information from multi-vendor central system to faclilitate shipping of purchased item to consumer
1812
End
1814

FIG. 18

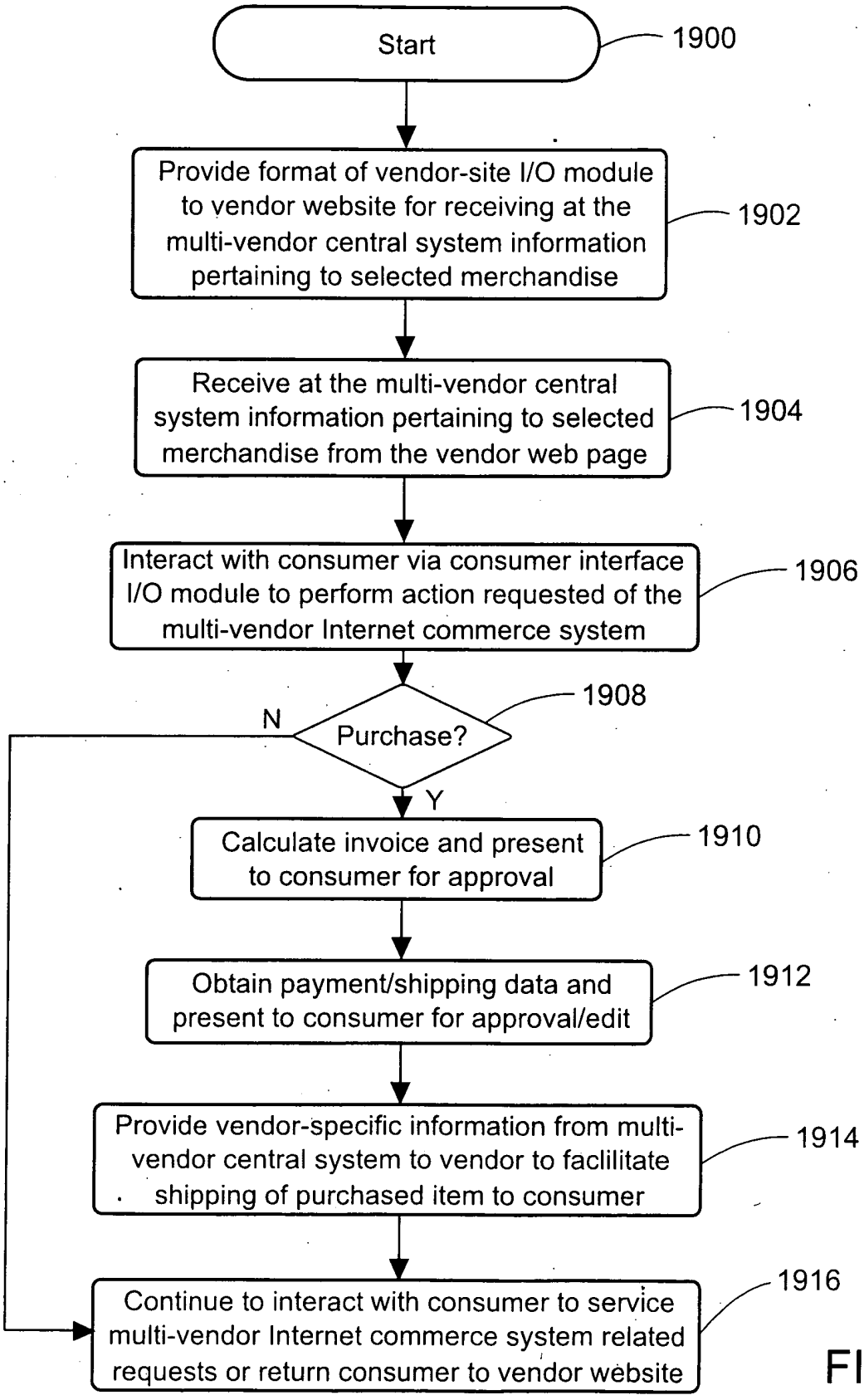

Start
1900
Provide format of vendor-site I/O module to vendor website for receiving at the multi-vendor central system information pertaining to selected merchandise
1902
Receive at the multi-vendor central system information pertaining to selected merchandise from the vendor web page
1904
Interact with consumer via consumer interface I/O module to perform action requested of the multi-vendor Internet commerce system
1906
Purchase?
1908
N
Y
Calculate invoice and present to consumer for approval
1910
Obtain payment/shipping data and present to consumer for approval/edit
1912
Provide vendor-specific information from multi-vendor central system to vendor to faclilitate shipping of purchased item to consumer
1914
Continue to interact with consumer to service multi-vendor Internet commerce system related requests or return consumer to vendor website
1916

FIG. 19